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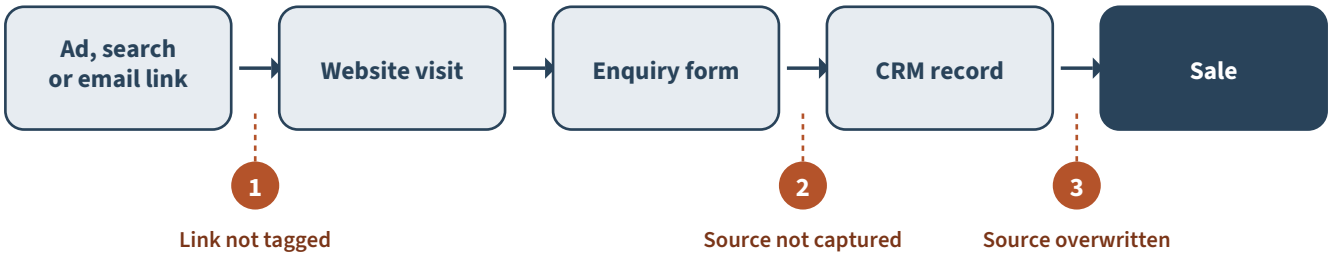
Where your leads go missing

Tracking an enquiry from first click to closed sale

Ask most growing businesses where last month's enquiries came from and you'll get a confident answer for some of them and a shrug for the rest. Those unexplained enquiries matter: they're the reason budget decisions end up based on instinct.

This guide follows an enquiry from the first click to a closed sale, shows the three places its source usually gets lost, and gives you a practical fix for each. None of it needs new software. Most of it is agreeing a few rules and sticking to them.

The three places source gets lost



1. **The link isn't tagged.**
   An ad, email or social post links to your site without campaign tags, or with tags nobody else uses. Analytics then files the visit as direct or referral traffic, and the campaign gets no credit.

2. **The form doesn't capture it.**
   Analytics may know where a visitor came from, but the enquiry form only sends their name and message. The enquiry reaches your inbox or CRM with no source attached.

3. **The CRM overwrites it, or never stores it.**
   The original source is replaced by the latest one, or leads added by hand and imported from events arrive with the source left blank.

Fix 1: one naming system for campaign links

Campaign tags (often called UTM parameters) are short labels added to the end of a link. Analytics tools such as GA4 read them and record where the visit came from. They only work if everyone uses the same words, every time.

Tag	What it records	Example
`utm_source`	Where the link was placed	`linkedin`
`utm_medium`	The type of channel, from an agreed list	`paid-social`
`utm_campaign`	The campaign, in an agreed pattern	`2026-11-scorecard-guide`
`utm_content`	Optional: which ad or link	`carousel-a`

Example of a tagged link

```
mayankpatel.uk/guides?utm_source=linkedin&utm_medium=paid-social&utm_campaign=2026-11-scorecard-guide
```

House rules

- Lower case only, with hyphens instead of spaces.
- A short, fixed list of mediums, for example email, paid-search, paid-social, organic-social, referral and event. Nobody invents a new one without agreeing it.
- One pattern for campaign names, such as year, month and topic.
- Every tagged link is recorded in a shared link log, so the next person copies it rather than reinventing it.
- Internal links on your own website are never tagged. Tags are for links that bring people in.

Fix 2: forms that remember where people came from

Visitors rarely enquire on the page they first land on. They read a few pages first, so the campaign tags in that first link are gone by the time they reach your form. The fix is to keep the first source and send it with the enquiry.

- [ ] Add hidden fields to your enquiry form for source, medium and campaign, and for the first page the visitor landed on.
- [ ] When someone arrives from a tagged link, store those values for the visit and fill the hidden fields when they reach the form.
- [ ] Check with whoever manages your cookie consent: storing values between pages can count as using cookies or similar technology.
- [ ] Keep a short "How did you hear about us?" question as a backup, but don't rely on it alone. People remember the last thing they saw, not the first.
- [ ] Send a test enquiry from a tagged link each time the form changes, and check the values arrive.

Fix 3: a CRM that keeps the original source

Most CRMs can record source, but they need clear rules. The most useful single change is to separate the first source from the latest one.

Field	Rule
Original source	Set once, when the record is created. Never overwritten.
Original campaign	Set once, alongside the original source.
Latest source	Updated each time the person comes back through a tagged link or a new enquiry.
Source for manual and imported records	A required field, with an "Unknown" option, so it's never simply left blank.

- [ ] Use the same list of values in the CRM as in your link log, so reports line up.
- [ ] Carry the original source through to deals or opportunities, so you can see which channels lead to sales, not just enquiries.
- [ ] Agree who fixes records with a missing or wrong source, and when.

Check it's working: a 15-minute monthly review

1. **Count the unknowns.**
   What share of last month's enquiries has no source, or "Unknown"? Track it month by month. The trend matters more than the number.

2. **Trace five enquiries by hand.**
   Pick five recent enquiries and follow each one back: the link, the landing page, the form, the CRM record. Note where the trail breaks.

3. **Compare two counts.**
   For the same month, compare form submissions recorded in analytics with new enquiries in the CRM. A big gap means enquiries are being lost or duplicated between the two.

4. **Fix one thing.**
   Pick the most common break you found and fix that before next month's review.

Illustrative example

Month	Enquiries	Unknown source	Share unknown
Month 1	80	34	43%
Month 2	76	25	33%
Month 3	91	16	18%

Made-up figures for a fictional business, to show the layout. The aim is a falling share of unknowns, not a perfect zero.

Where to start

If you only do one thing this month, agree the list of mediums and the campaign naming pattern, and start a link log. It costs nothing, and every later fix depends on it.

> **Want a second pair of eyes?**
>
> If tracing your enquiries turns up more questions than answers, that's where I can help. The Marketing Performance Review is a two-week review of how your marketing and sales data fits together, ending with a KPI scorecard and five prioritised recommendations. I advise and measure; your team or agency implements the changes.
>
> Arrange an introductory call: mayankpatel.uk/contact · 3-minute marketing check: mayankpatel.uk/health-check